

Cyclistic Bicycle Report

Mission Objective

The goal of this report is to provide new marketing strategies to convert casual riders into annual members.

Findings

To begin to have an asnwer for the mission objective, out of the data provided, I have composed multiple graphs comparing the usage of casual members compared to paid members (Data has been cleaned and there was a total of about 25 NA values which have not been plotted on any of these charts). The results are as follows:



Figure 1: There are 378,407 paid members and 48,455 casual members

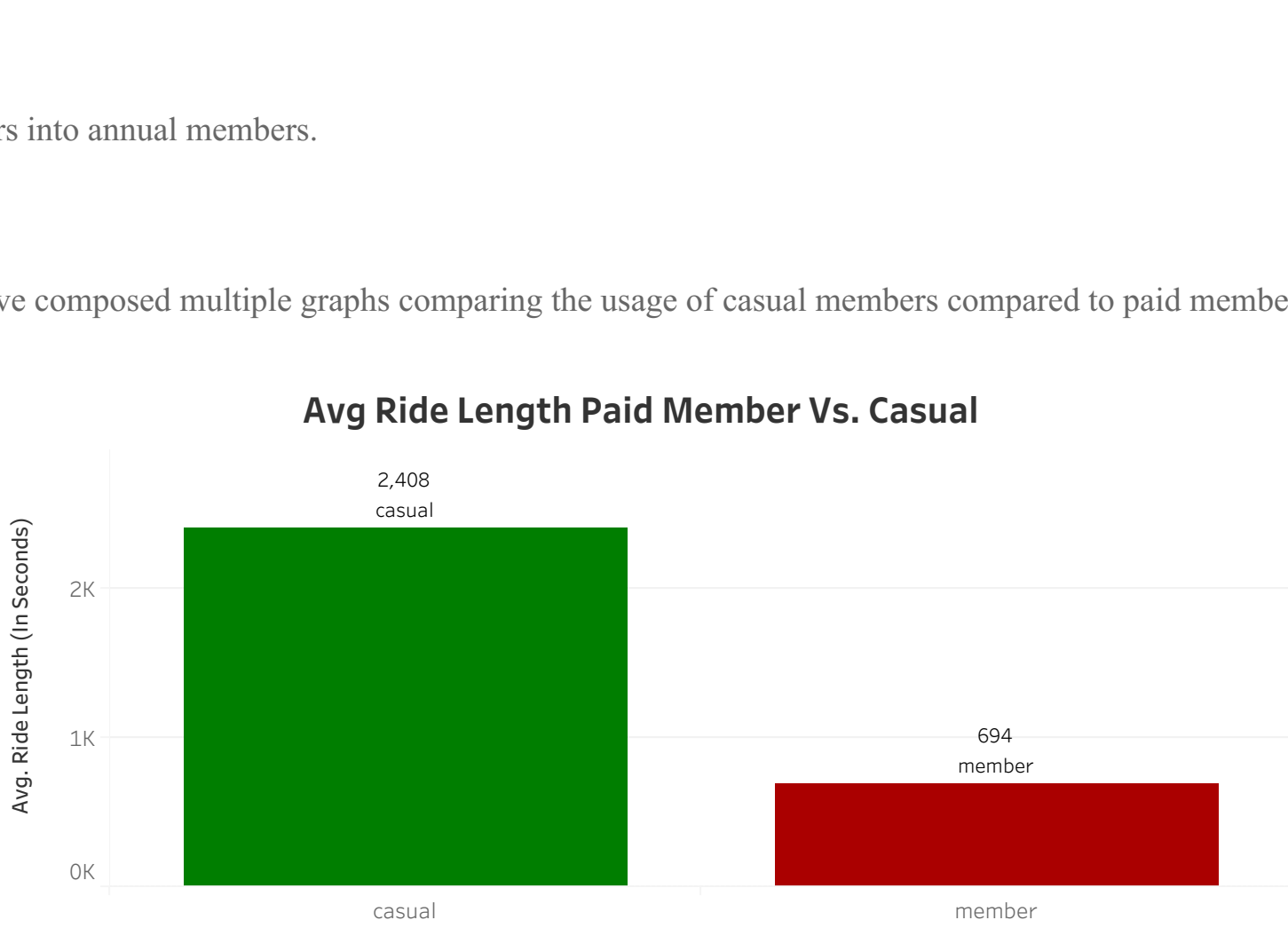


Figure 2: The Average Ride length for a paid member is 694 seconds, while for casual users is 2.408 seconds

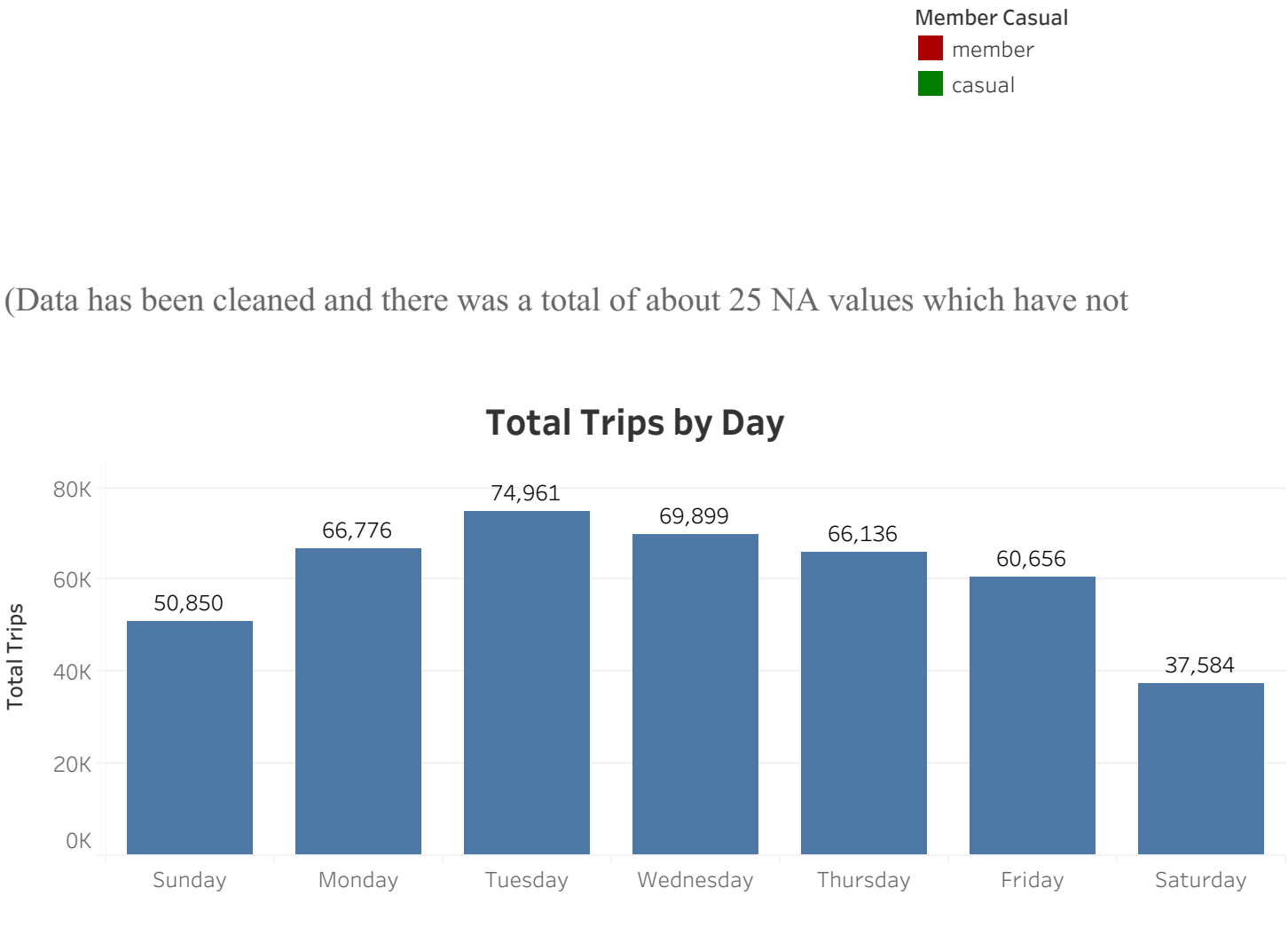


Figure 3: This graph shows the total trips by Day

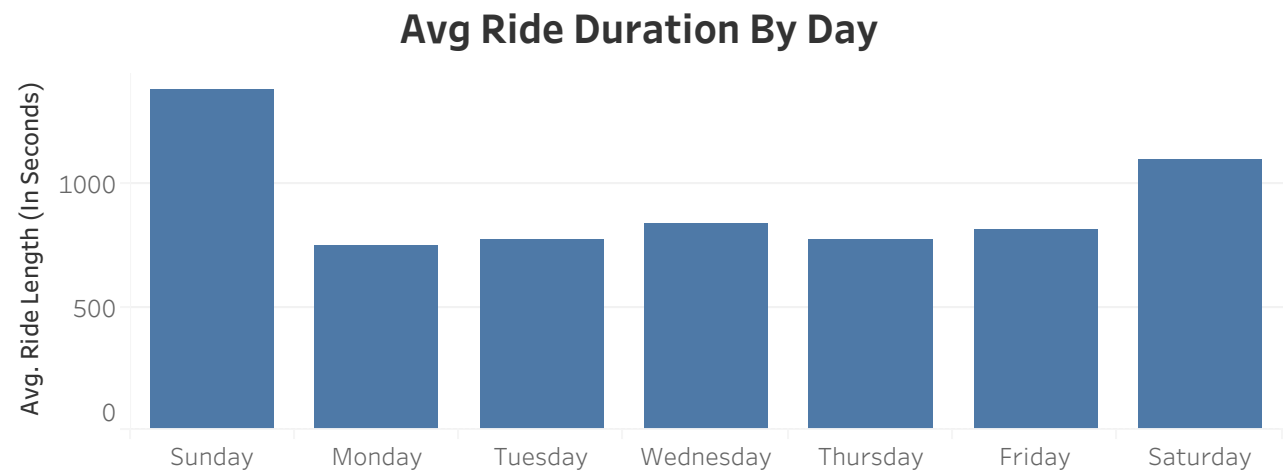


Figure 4: This shows the Average Ride Duration By Day

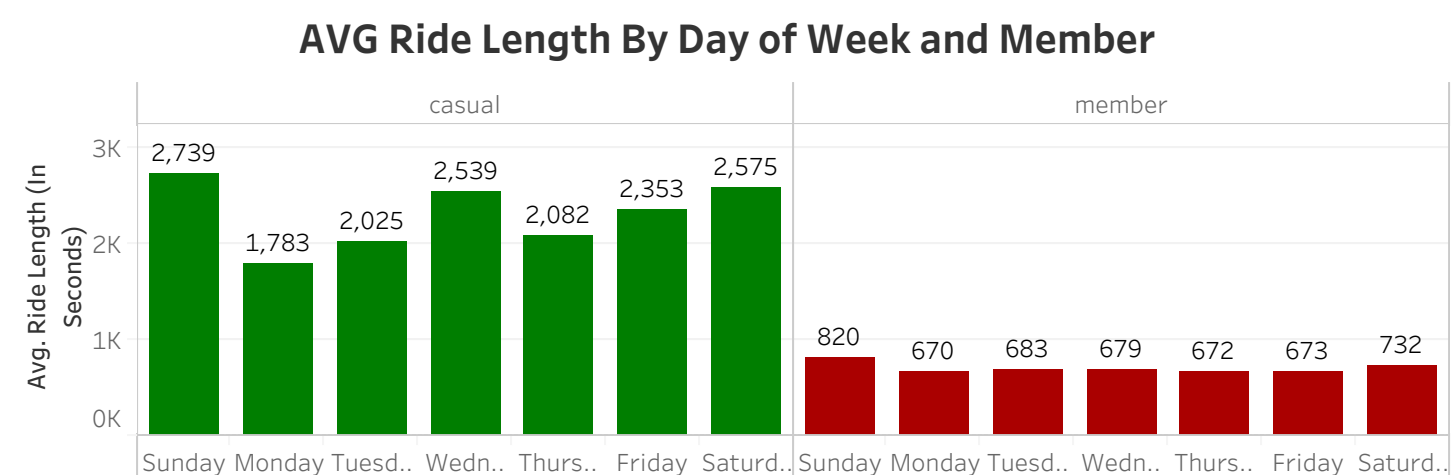


Figure 5: This shows the Average Ride duration By Member and Day

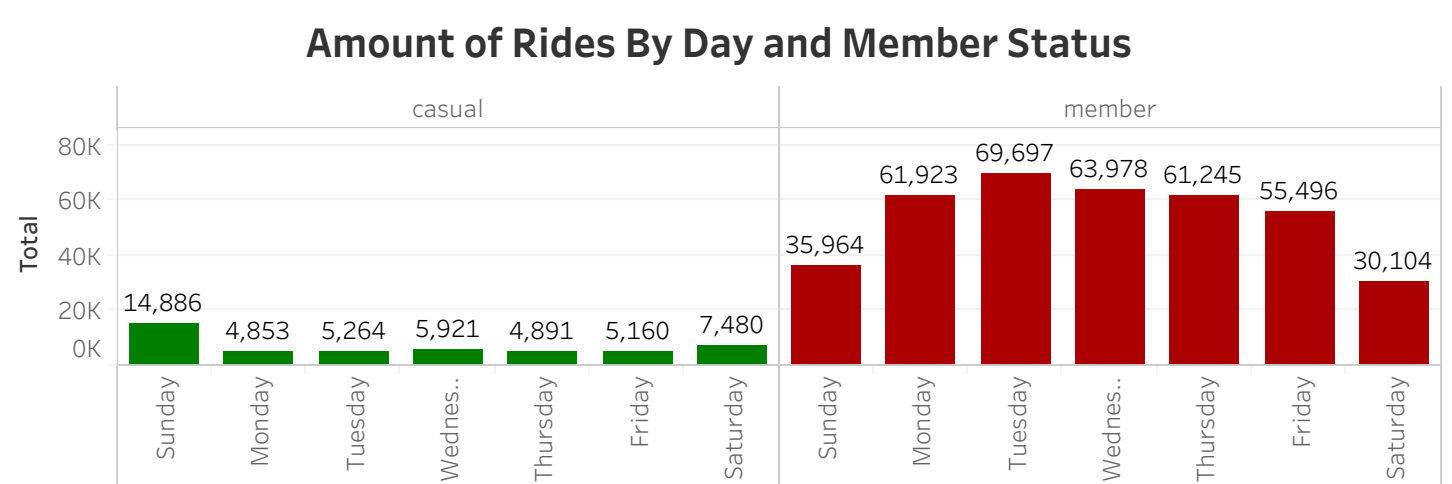


Figure 6: This chart shows the total amount of rides by day and Membership Status

Analysis/Suggestions

Ultimately, after looking through the data and current membership benefits, there was 4 key suggestions that I was able to draw based on the data that would aid in inventivizing casual members to invest in paid memberships:

1. Raise the classic bike prices for casual members from \$1 unlock + \$0.17/min to a standardized \$1 unlock +\$0.44/min.
2. Based on the data above, Tuesdays and Wednesdays were the days that members chose to ride the most. You can give paid members extra points during Monday through Wednesday which they can sue for extra ebike credits.
3. You can convert causal members to paid members by gradually increasing how long paid members can keep the bike out before you charge. Currently it is 45 minutes for free and then \$0.17/min after that. You can reward paid members with being able to enjoy that free duration for longer by increasing that time based on how long they have been a member.
4. Lastly, you can advertise some of the membership benefits such as the community events and the Bike Angel feature in order to show the casual members the benefits that they are missing out on.